

## CLAIMS

1. A system for screening televised content for display on a TV, comprising:

a TV; and

a personal video recorder (PVR) including a processor coupled to the TV and receiving televised content, the processor accessing a biological characteristic recognition module to screen televised content.

2. The system of Claim 1, wherein the processor determines whether to allow presentation of televised content on the TV based on an output of the recognition module.

3. The system of Claim 2, wherein the processor associates the output of the recognition module with at least one viewer profile stored in a database accessible to the processor.

4. The system of Claim 3, wherein the processor associates at least some viewer preferences with at least one viewer profile using the output of the recognition module.

5. The system of Claim 4, wherein at least one viewer preference is a channel selection.

6. The system of Claim 5, wherein the televised content is at least one commercial or TV program.

7. The system of Claim 1, comprising a database accessible to the processor and updatable with information available on a wide area network.

8. The system of Claim 4, wherein the processor sends at least one viewer profile with preferences to at least one marketing entity.

9. The system of Claim 1, wherein the recognition module is a voice recognition module.

10. A method for determining at least one content to display on a TV, comprising:

receiving the content;

receiving at least one viewer biological signal; and

based on the biological signal, determining whether to display the content.

11. The method of Claim 10, comprising:

establishing at least one viewer file; and

associating the biological signal with the viewer file.

12. The method of Claim 11, wherein a viewer profile is associated with the biological signal, and the biological signal is a vocal signal.

13. The method of Claim 12, wherein the viewer profile is established at least in part by information input by a person.

14. The method of Claim 12, wherein the viewer profile is established at least in part by classifying the vocal signal and comparing the classified vocal signal with at least one predetermined profile.

15. The method of Claim 12, wherein the act of determining uses the viewer profile.

16. The method of Claim 12, further comprising associating at least one viewer preference with the viewer profile.

17. The method of Claim 16, wherein at least one viewer preference is a channel selection.

18. The method of Claim 10, wherein the content is at least one commercial or TV program.

19. The method of Claim 17, comprising sending at least one viewer profile with preferences to at least one marketing entity.

20. The method of Claim 12, comprising storing the content for playback on the TV based on determining whether to allow presentation of the content based on the vocal signal.

21. A system, comprising:

a TV;

biological recognition means; and

processor means accessing the biological recognition means for establishing what content is displayed on the TV.

22. The system of Claim 21, wherein the processor means includes means for associating a viewer profile with a voice, and the biological recognition means is a voice recognition means.

23. The system of Claim 22, wherein the viewer profile is established at least in part by information input by a person.

24. The system of Claim 22, wherein the viewer profile is established at least in part by classifying a vocal signal and comparing the classified vocal signal with at least one predetermined profile.

25. The system of Claim 22, wherein the processor means includes means for associating at least one viewer preference with the viewer profile.

26. The system of Claim 25, wherein at least one viewer preference is a channel selection.

27. The system of Claim 21, wherein the content is at least one commercial or TV program.

28. The system of Claim 21, further comprising means for sending at least one viewer profile with preferences to at least one marketing entity.

29. The system of Claim 21, further comprising means for storing the content for playback on the TV based on determining whether to allow presentation of the content.

31. The system of Claim 21, wherein the processor means is associated with a personal video recorder (PVR).